



Creating Digital Ambient Branding and Advertising

When we think of video, we think of images that move quickly. Today, with the proliferation of video screens in public spaces, consumers are barraged with an unending stream of fast moving content which is typically filtered out by the target audience. Digital ambient video, however, is a new type of video designed to play with impact, constantly changing but never intrusive.

Background...Who We Are:

TransLumen creates content for digital ambient display on screens such as mobile devices, billboards, hotel room televisions, transit displays, cinema venues, restaurants etc. This involves the transition of one image to the next by providing constant change of an image without disruption. This means that the image looks like a still image at all times, yet is in fact, changing in a way that is undetectable by the naked eye.

Because TransLumen delivers a large volume of imagery, continuously and without distraction, it offers increased brand retention and increased revenue opportunity to advertisers and brands by providing more impressions over time. Additionally, our day-parting programming technology provides the ability to schedule and display images based on factors correlated to venue, event, time of day, diversity of consumer etc.



TransLumen Technologies, LLC (<http://www.translumen.net>) is a Chicago-based company with patents* for algorithmic processes that spark a convergence of art and technology to form an entirely new digital-based visual genre called Fluid Stills®. Fluid Stills® content creates a dynamic, temporal and compelling visual experience. Our primary go-to-market initiative is to provide a professional elevation in art, advertising and branding content for flat screens/TVs that serve in-home and commercial space/public display. TransLumen produces its Fluid Stills® for custom projects, and also releases retail content under the brand name Long Glance Media (<http://www.longglancemediacom.com>).

Out of Home Advertising Venues for Fluid Stills® Branding

Outdoor/Indoor Electronic Displays and Kiosks – Fluid Stills® can be used on billboards, transit displays, street furniture, video walls, movie theaters, events, trade shows, POS kiosks, information centers in lobbies, ceiling displays, networked photo applications and myriad other devices/platforms.

Websites – Fluid Stills® can provide web graphics for sophisticated web sites, by creating continuous and seamless change within and behind the other content. It works with downloads, collaborative visual web events, Flash and HTML5.

Gaming and Mobile – TransLumen's technology can be integrated into console, PC, mobile and Web based games. For mobile it is used to customize wallpaper, create branded widgets and provide themed screen backgrounds.

Overall Benefits that Fluid Stills® offers to Advertisers

“WOW” factor

- Ⓢ Visually stunning – innovative media that attracts attention and sharing of the experience with others

Tells a story in a memorable way

- Ⓢ Transitions that keep people engaged

Message retention

- Ⓢ Duration of transition makes the subtle impactful
- Ⓢ Eliminate consumer filtering of redundant video and print type advertising
- Ⓢ Create content that targets the relevant consumer audience and drive deeper engagement
- Ⓢ Create spaces for customers to spend more time thereby consuming more venue offerings

Not annoying

- Ⓢ ‘Loud and in-your-face’ is out
- Ⓢ New method for compelling attention

Multiple Impression - Persistent Media

- Ⓢ The gradual transition between one content theme to another creates exponential interest, where repetition leads to more impressions and improved brand retention. This offers advertisers increased brand retention and an improved dynamic in their brand placement
- Ⓢ Does not require audio and is developed to be referenced repeatedly

Improve Revenue potential

- Ⓢ Increase the revenue for time-based content
- Ⓢ Add innovative advertising alternatives
- Ⓢ Offer clients new options for conveying advertising messaging with lower production costs than custom video
- Ⓢ Increase the agency’s revenue potential by becoming an early adopter to new display real estate
- Ⓢ Provide the advertiser reusable content as a baseline approach for additional brands
- Ⓢ Provide service and subscription potential for distributed venues along with ancillary products and services
- Ⓢ Integrate advertiser’s brands with other noncompeting companies to share costs



How TransLumen’s Technology is Deployed

A network process may be employed in order to mitigate management of the content distribution to multiple screens during standard operation. This distribution from a central hub provides advertisers the ability to schedule, receive and display brands based on factors i.e. venue, event, time of day, the diversity of consumer etc. The mechanism to distribute also enables storage of advertising content for dynamic distribution and exchange between registered venue operators and/or ad agencies. Fluid Stills® are compatible with Adobe Flash, QuickTime, Windows Media, Real Player and HTML5. For most of these insertion points, Fluid Stills® content can typically lower bandwidth requirements by its inherent use of engaging only the parts of the image that changes between frames; therefore, using only the deltas. TransLumen provisions content on DVDs using Fluid Still® technology to fit the commercial and home TV, picture frames, distributed channels and other digital displays and will possess the requisite resolution and quality. Derivative products can be developed for additional consumer sales and premiums through branded download links, streaming, DVD and/or USB flash drives, if desired.

Pricing for Content Based upon New Production

The project cost is based upon initial set-up, production on a per-minute basis, art sourcing and licensing costs plus application costs.



An LGM production for advertising display provides increased impressions by:

- ⦿ Customers have greater potential frequency for unique views of content (17,280 for 24 hours); thereby multiplying the number of impressions on a per-visit basis
- ⦿ Creating a new ambient experience that makes the duration of visits longer; thereby encouraging incremental purchasing considerations
- ⦿ Creating a community place for assembling around new ambient environments while changes occur in the brand messaging
- ⦿ Providing out-facing window displays that bring the consumer back and/or to engage the consumer to come into the venue
- ⦿ Provide subtle messaging that may entice purchasing over time

Links to view sample Fluid Stills® imagery –

- 1) Chicago Skyline – Fluid Stills® Art and Jazz
<http://youtu.be/EjqzcxP79zE>
- 2) Late Night Guitar 9:25 minutes – Children’s Lullaby
<http://youtu.be/4mq-WDvfEYI>
- 3) Koi 90 seconds - no audio - not looped
<http://youtu.be/CvcrHjakung>
- 4) The Road To Sewell's Barn
http://youtu.be/C_48SI51iGc
- 5) Flower painting ambient art 90 seconds
<http://youtu.be/SoDoHo6B7RQ>



Link 1 audio & video



Link 2 audio & video



Link 3 video only



Link 4 audio & video



Link 5 audio & video

* Fluid Stills® images by TransLumen Technologies, LLC. Core and Enabling Intellectual Properties licensed to Long Glance Media are owned by TransLumen Technologies and protected by U.S. Patents #6,433,839 & #6,580,466 and Canadian Patent #CA 2,404,292.